

CALIFORNIA CHIROPRACTIC ASSOCIATION

# MEET US IN PARADISE!

2007 CCA Summer  
Convention & Exposition

June 15-17, 2007  
Paradise Point Resort & Spa  
San Diego



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CHIROPRACTIC  
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# MEET US IN PARADISE!

## Earn All Required CE – And Then Some — In One Weekend

The 2007 CCA Summer Convention & Exposition has been submitted for 49 total hours of continuing education credit. In one weekend at one location – June 15-17, 2007, at the Paradise Point Resort & Spa – doctors of chiropractic can earn:

- Four hours adjustable technique credit
- Six hours QME credit (DWC provider #110)
- Five hours x-ray credit
- Bonus: 5% discount to NCMIC policy holders\*

In addition to earning these mandated credits, the convention schedule has been arranged so that doctors can conveniently pursue other classes designed to teach new skills to tap niche populations, increase positive patient outcomes leading to new patients and advance their clinical knowledge. CCA has done this by dividing mandated classes between the morning and late afternoon, leaving the late morning and mid-afternoon available to take other optional classes without conflicts. Besides being exposed to cutting edge clinical knowledge, doctors will learn from expert instructors how to effectively implement that knowledge in their practices.



## Presentations at a Glance...

### Friday, June 15

7:00 am to 6:00 pm

- Exposition Hall & CCA Registration Open

8:00 am to 10:00 am

- Yoga and Chiropractic: A Healthy Partnership - Rick H. Morris, DC

8:00 am to 11:30 am

- Radiology – Clifford Tao, DC, DACBR

8:00 am to 12:30 pm

- Body Biomechanics and Treatment# – Tom Hyde, DC, DACBSP

10:30 am to 12:30 pm

- Functional Blood Chemistry Analysis – Datis Kharrazian, DC, MS

12:30 pm to 1:30 pm

- Lunch On Your Own

1:30 pm to 3:30 pm

- Functional Blood Chemistry Analysis (continued) – Datis Kharrazian, DC, MS

- Cervical Spine Adjusting and Vertebral Artery Issues – Gerard Clum, DC

1:30 pm to 6:00 pm

- Body Biomechanics and Treatment (continued) – Tom Hyde, DC, DACBSP

4:00 pm to 6:00 pm

- The DC's Role in Injury and Illness Prevention in the Workplace, Including Ergonomics – Robert Dubro, DC

- Radiology (continued) – Clifford Tao, DC, DACBR

7:00 pm to 9:00 pm

- President's Inaugural Reception

### Saturday, June 16

7:00 am to 7:00 pm

- Exposition Hall & CCA Registration Open

8:00 am – 12:30 pm

- QME Re-certification\* – James Platto, DC

- Kinesio Taping – Jeffrey B. Lease, DC

- “The Right Stuff” (Capitalizing on the Positive Factors Affecting Your Practice) – James Naccarato, DC

12:30 pm to 1:30 pm

- Paradise Inaugural Luncheon

1:30 pm to 3:30 pm

- QME Re-certification\* (continued) – James Platto, DC

1:30 pm to 6:00 pm

- The Post-Insurance Practice – William D. Esteb

- Diagnosis and Treatment for Common Golf Injuries – Jeffrey Blanchard, DC

6:00 pm

- Exposition Hall Reception

### Sunday, June 17

7:30 am to 12:30 pm

- CCA Registration

8:00 am to 12:30 pm

- Adjustable Technique\*\* – James Greenlee, DC

# 2007 CCA Summer Convention & Exposition June 15-17, 2007 San Diego, California

## Friday, June 15



### **Radiology**

8:00 – 11:30 am & cont. 4:00 – 6:00 pm  
Clifford Tao, DC, DACBR

Obtain one-half the biannual 10-hour x-ray CE requirement at this five-hour program which examines lumbar and

cervical spinal trauma, darkroom procedures and radiographic technique.



### **Body Biomechanics and Treatment\***

8:00 am – 12:30 pm & cont. 1:30 pm – 6:00 pm  
Tom Hyde, DC, DACBSP

*Sponsored by NCMIC Chiropractic Solutions*  
Back by popular demand! This is an in-depth look at the biomechanics of the knee and

diagnosis of disorders encountered in athletics. Sharpen your skills in treating these injuries in the areas of diagnostic imaging and bone scintigraphy, orthopedic testing and injury treatment options. Participate in the hands-on low-tech rehab technique demonstrations that can be used in an office, requiring almost no space or expense, yet result in excellent outcomes.



### **Yoga and Chiropractic: A Healthy Partnership**

8:00 – 10:00 am  
Rick H. Morris, DC

Both yoga and chiropractic science share complementary goals of

maintaining mobility of bones, joints, muscles and especially the spine. Expand your treatments by learning how basic yoga postures and breathing can be incorporated into chiropractic treatment and rehabilitation practices and ultimately better serve the yoga enthusiasts in your area.

\* Class submitted for QME continuing education credit approval, DWC provider #110.

\*\*4-hour course fulfills California adjustive technique requirement.

# 8-hour course attendance qualifies NCMIC policyholders to receive 5% discount on their next renewal.



### **Functional Blood Chemistry Analysis**

10:30 am – 12:30 pm & cont. 1:30 – 3:30 pm  
Datis Kharrazian, DC, MS

*Sponsored by Apex Energetics*

Gain a valuable understanding of endocrine physiology and function

that will allow you to expand your treatment regimen by incorporating functional blood chemistry analysis into your practice. Learn to spot patterns that can indicate a myriad of health conditions and gain insight into managing them. Develop a reliable perspective to view lab reports, assess the Immune system, evaluate Thyroid health, and identify and manage blood sugar imbalances.



### **Cervical Spine Adjusting and Vertebral Artery Issues**

1:30 pm – 3:30 pm  
Gerard Clum, DC

Arguably, the single most important issue related to the practice of

chiropractic from a public safety issue standpoint. Similarly, a key issue from a public relations perspective is vertebral artery related matters. Doctors will benefit from a comprehensive overview of the anatomy, physiology, pathology, incidence, predisposing factors and management of CVA and VAD in the chiropractic setting to mitigate those issues.



### **The DC's Role in Injury and Illness Prevention in the Workplace, Including Ergonomics**

4:00 pm – 6:00 pm  
Robert Dubro, DC

Expand your cash practice by tapping a huge niche market that is virtually unserved. All of the roughly 3.5 million businesses in California are required by law to have a written injury and illness prevention plan (IIPP). As virtually all IIPP documents address ergonomics, doctors of chiropractic bring a unique perspective and advantage to this huge niche. Dr. Robert Dubro, who has personally worked with businesses in developing and implementing IIPPs, will present topics to prepare and position doctors to provide businesses with relevant IIPP cash-based services.

## Saturday, June 16



### **QME Re-certification\***

8:00 am – 12:30 pm & cont. 1:30 pm – 3:30 pm  
James Platto, DC

Bolster your skills as a QME with a comprehensive overview of the effective QME's role in the workers'

compensation system, including laws and policy governing case management for represented and un-represented workers, required elements of report writing, introduction to AMA impairment rating system, rules and case law impacting disability evaluation and proper billing procedures under OMFS and OMLFS.



### **Kinesio Taping**

8:00 am – 12:30 pm  
Jeffrey B. Lease, DC

Here's your chance to learn hands-on the fundamentals of Kinesio Taping.

Expand your clinical treatment protocols with this revolutionary new rehabilitation technique. Kinesio taping protocols allow you to treat soft tissue effectively, efficiently and successfully as an adjunct to your adjustive technique.



### **"The Right Stuff" (Capitalizing on the Positive Factors Affecting Your Practice)**

8:00 am – 12:30 pm  
James Naccarato, DC

Doctors of chiropractic: continue nurturing your intellect, character and the desire needed to continue learning and serving patients throughout your professional life. Be guided through the importance of honor, dignity and ethics as well as the psychology of a successful practice for optimal patient care. Learn to identify and eliminate negative factors and capitalize on positive factors that affect your patients and practice.

# 8-hour course attendance qualifies NCMIC policy holders to receive a 5% discount on their next premium renewal.

\* Class submitted for QME continuing education credit approval, DWC provider #110

\*\* 4-hour course fulfills California's adjustive technique requirement



### **The Post-Insurance Practice**

1:30-3:30 pm & cont. 4:00-6:00 pm  
William D. Esteb

Third-party payor practice models are becoming increasingly difficult to manage. As a result, some doctors of chiropractic are moving toward a cash practice. Given this new self-pay model, learn how to maintain continuity of patient care, present patients with choices and a range of outcomes from chiropractic care, deliver patient-centered report of findings, incorporate effective patient-centered case management skills, communicate and adapt to changing patient financial responsibilities.



### **Diagnosis and Treatment for Common Golf Injuries**

1:30 – 3:30 pm & cont. 4:00 – 6:00 pm  
Jeffrey Blanchard, DC

*Sponsored by Foot Levelers, Inc.*

The National Golf Federation estimates there are more than 26 million golfers in the U.S. Dr. Jeffrey Blanchard reviews the current literature on high incidence golf-related injuries, including back-and-extremity dysfunction syndromes, the conduction of physical examinations and diagnosis, all complemented by video analyses.

## Sunday, June 17



### **Adjustive Technique\*\***

8:00 am – 12:30 pm  
James Greenlee, DC

Satisfy your four hours of adjustive technique with an in-depth demonstration of effective Diversified manipulation of shoulder, upper extremity and wrist conditions.

## Resort & Event Information

### Paradise Point Resort & Spa

1404 Vacation Road  
San Diego, CA 92109



Plan to enjoy "paradise!" Contact Paradise Point Resort & Spa at (800) 344-2626 by Monday, May 21st, say you're with the California Chiropractic Association and reserve your guest room at CCA's special group rate of \$175 per night (discounted from the regular rate of \$259).

All guest rooms are single level, bungalow style with private patios, mini refrigerators, iron/ironing board, in-room coffee, cable TV, 2-line speaker phone and Wireless Internet capabilities.

Paradise Point Resort & Spa, known as a recreational haven, offers a variety of fun and relaxing activities, including: 5 lighted tennis courts, 5 swimming pools, (2 heated), NBA regulation sized basketball court, full-service marina with sail boats, power boats, kayaks, catamarans, paddle boats and more. An 18-hole putting golf course, lawn croquet, state-of-the-art fitness center, sand volleyball court, on-site spa facilities and nearby championship golf are also available to enjoy.

Meet us in Paradise! Use the convention registration form to register for the 2007 CCA Summer Convention & Exposition today.

### Continuing Education Credit

Earn up to 20 hours of continuing education over the three days. Four hours of Adjustive Technique offered on Sunday morning. Six hours of QME offered on Saturday. Five hours of Radiology offered on Friday. Continuing education credit submitted for approval in California, Hawaii, Nevada and Arizona. Oregon and Washington are based on individual state regulations. Submitted to the DWC for 6 hours QME credit (DWC provider #110).

### A Welcome Awaits You in Paradise!

Peruse the exposition hall in search of friendly faces and fabulous products! Over 30 dedicated chiropractic exhibitors will be offering "must have" products and services for your practice. Many vendors offer show-only specials.

### Non-Member Offer

Non-member registrants who join CCA within 30 days of the convention receive credit toward their CCA membership dues. For more information and application call CCA at (916) 648-2727 ext. 124. Ask Scott Van Horn about special rates for family, faculty, part-time, retired and non-DC memberships.



### Fun in the Sun!

Simply visit each of the exposition's exhibitors to play paradise games. Turn in your completed game card by the drawing's deadline and you will be entered to win prizes.

Fantastic prize giveaways will be given throughout the weekend so be sure to visit the Expo Hall often to hear your name called!

### President's Inaugural Reception

After a long day of classes on Friday, gather together for the President's Inaugural Reception! Join friends and family for a celebration of leadership. Tropical drinks, hors d'oeuvres and entertainment will be plentiful. A President's Inaugural Reception ticket is included in the cost of a full Convention & Exposition Package registration. Extra tickets may be purchased in advance and on site (while supplies last) for an extra fee.

### Paradise Inaugural Luncheon

Dine with us on Saturday. Lunch will be served on the beautiful Paradise Lawn overlooking Mission Bay. Enjoy fresh air, a delectable luncheon and remarks from CCA's newly elected President. A luncheon ticket is included in the cost of a Full Convention & Exposition Package registration. Extra tickets may be purchased in advance and on site (while supplies last) for an extra fee.

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